

MATTHEW ENGELKE

Graphic Design • Multimedia • Marketing
Portfolio: www.mattengelke.com

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QUALIFICATIONS PROFILE

Graphic Designer and Marketing/Communications specialist with extensive experience in print and web design, content creation, marketing literature, and training materials. Well-versed in a wide range of software applications and computer platforms. Accustomed to performing in a fast-paced, deadline-driven environment with an emphasis on balancing multiple projects. Excellent interpersonal skills - a team player with great written and verbal communication abilities. Creative experience in the following:

PRINT

- Catalogs
- Brochures
- Print ads
- Logos
- Illustrations
- Comps / storyboards

MARKETING

- Product marketing management
- Copywriting
- Press releases
- Branding
- Trade shows
- Search Engine Optimization

WEB / MULTIMEDIA

- Web sites
- Flash animations
- Video editing
- 3-D design
- Interactive CDs
- DVDs

TECHNICAL PROFICIENCY

Platforms: Mac OS X, Windows 98 to Windows 7,

Software: Photoshop, Illustrator, InDesign, QuarkXPress, Flash (including Actionscript), XHTML, CSS, JavaScript, Dreamweaver, ImageReady, Final Cut Pro, After Effects, Premiere, Director, Lightwave, Quicktime, MS Office Suite

EXPERIENCE

Marketing Support Supervisor - Aaren Scientific Inc. 11/2008 - Present

Medical device manufacturer - Ontario, CA

Design and create marketing literature, packaging, illustrations, multimedia CDs, and audio/visual aids. Work with other designers to create and maintain logos, product names, and brands. Design, maintain, and create content for company websites. Develop marketing strategies; copywriting. Define trade show presence. Communicate with sales, engineering, and consultants to define features and promote benefits. Plan and execute ad campaigns.

Key Achievements:

- Designed and maintained unique packaging, branding, and advertising for 2 distinct product lines
- Designed and maintained unique packaging for over 15 international private label distributors

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Graphic Designer - Ophthalmic Innovations International. 01/2003 -11/2008

Medical device manufacturer - Ontario, CA

Create marketing literature, packaging, product logos, multimedia CDs, and audio/visual aids. Manage advertising budget. Design, maintain, and create content for company websites. Communicate with sales, engineering, and consultants to define features and promote product benefits.

Key Achievements:

- Helped increase sales an average of 19% per year during my employment
- Awarded greatly expanded responsibilities including: product marketing management, budget management, trade shows, and ad campaigns

Multimedia Graphic Designer - Freelance. 01/1998 - 04/2005

Rancho Cucamonga, CA

Designing and producing new media and print projects including websites, search engine optimizations, link strategies, AdSense websites, Flash and 3-D animation, video editing, interactive CD/DVD authoring, logos, brochures, and business cards.

Key Achievements:

- Achieved #1 Google rankings for client websites for competitive search terms
- Consistently recognized for fresh and innovative ideas and designs
- Never missed a client deadline

EDUCATION

A.A. Degree, Graphic Design (2001), Multimedia Certification (2002)

Platt College - Ontario, CA (Valedictorian, 4.0 GPA, Award of Merit, Award of Excellence).

B.A. Degree, Fine Art (1996)

California State Polytechnic University - Pomona, CA.